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# Briefly Speaking

B. Sp. No. 19

December 1, 1941

## 1942 Goals Call For Record U. S. Farm Output

### President Roosevelt

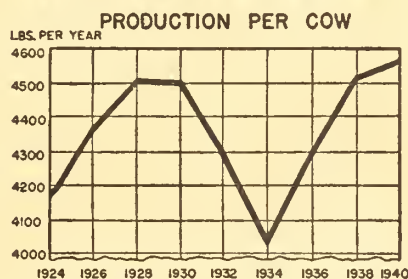
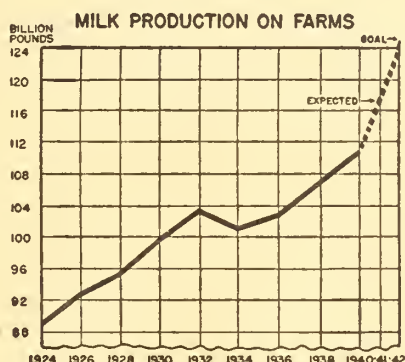
Our lack of preparedness during the last World War made the establishment of a food administration necessary. Thus far in this war we have not needed a food administration, and I see no reason to believe we will need one in the future. Agriculture is meeting the situation much more satisfactorily by increasing production in an orderly way so that our own needs and the needs of our friends can be met without causing scarcity or unduly high prices. \* \* \*

I am well aware that the farm programs are flexible. I have pointed out on several occasions that they could be used to step up production just as readily as they could be used to adjust burdensome surpluses. The Ever-Normal Granary is a part of the programs and because of the Granary we have today the feed which enables us to produce additional quantities of food.

So far as farmers are concerned, I believe they can rest assured that they will receive fair prices for their products and that they will be protected after the crisis is past. The time has come to reward abundance to the fullest possible extent.—*President Roosevelt in a letter to Secretary Wickard quoted by M. Clifford Townsend, Director, Office of Agricultural Defense Relations, USDA, in a speech at Hot Springs, Ark., August 22, 1941.*

### A Basic Policy

The "Food for Freedom" program for 1942 is agriculture's answer to the call for the greatest farm production in history. It is carrying forward the policy that is and has always been a fundamental part of AAA action since 1933—the policy of balanced abundance.—*R. M. Evans, AAA Administrator, at Danville, Va., November 11, 1941.*



### Administrator Evans' Report

I have just come back from a 4-week visit to Great Britain. Paul Appleby, the Under Secretary of Agriculture, and I went there to get a first-hand picture of conditions affecting American farmers.

We wanted to find out all we could about the food problem of the British people—how much food they have, how much and what kind they need from America, and what they are doing with the food we have already sent them. We wanted to see first-hand how the British people are standing up under total war. \* \* \* We wanted to find out what they are doing and what they plan to do—what sort of post-war world they are fighting for. \* \* \*

We found that Great Britain must have American food to win.

We found that our food has potentialities that go far beyond military victory to the peace table.

(Continued on back page)

### Production Goals

For the first time in the history of agriculture in this country, production goals for all essential farm commodities have been established. They have been established on the basis of a thorough canvass of the needs for improved nutrition in this country and the needs of the nations that still stand between this country and Hitler. \* \* \*

The farm program.—We are not going to repeat the mistakes of the First World War which brought a long series of difficulties for farm people. Through the machinery of the national farm program farmers can produce what we need and avoid the bad aftereffects of an overexpanded farm plant. The fact that we are asking for greatly increased production of some commodities does not mean that the lid is off on production of all commodities. It is just as important to national defense and our future national welfare that we hold production of some commodities in check as that we increase supplies of others.

Don't need to plow up plains.—The goals for 1942 call for the largest production in the history of American agriculture, but we are not going to have to plow up the hills and the plains to get it. We have adequate reserves of feed grains for increased production of livestock products and it will not be necessary materially to increase total crop acreage next year.

\* \* \* In this emergency, I have found it necessary to encourage the expansion of the production of hogs, eggs, evaporated milk, dry skim milk, cheese, and chickens, and accordingly I have today made a formal public announcement that the Department of Agriculture will support prices for these commodities until December 31, 1942, at not less than 85 percent of parity.—*Secretary Wickard, USDA Press Release, September 8, 1941.*



## Serving the Nation

How will the reservoir of soil fertility built up by the AAA help national defense?

The farm defense program is not only a challenge to AAA committeemen, but also an opportunity—an opportunity for trained leadership to serve the Nation in a great emergency. But this is not just a job to be done sometime. It's a job that must be done with speed and above all with the full courage of our convictions.

**Better balanced farming.**—These adjustments are not only sound defense measures, but they are in the interest of better-balanced farming for the East Central Region. The needed food and feed crops and livestock will supplement our traditional cash crops, exports of which have been cut off by war. Furthermore, wider use of cover crops and improved pasture are important steps in conserving and building up supplies of nitrogen in the soil that will help meet a possible shortage of fertilizer. In this connection, the extensive use our farmers have made of lime and phosphate under AAA programs have built up a reservoir of soil fertility which should now yield good returns in milk and meat.

Although some of this increased production will be needed for this Nation's own people, some of it can go for shipments abroad.—*W. G. Finn, Director, East Central Division, AAA, at defense meeting in Washington, D. C., September 26, 1941.*

## Our "Fifth Column"

Food is our "fifth column."

When the conquered peoples see what America is supplying the British in the way of food, and know that there's more where the British supplies came from, I think these people in the conquered countries may do more than hope for victory of the democracies; they'll work and fight for it. \* \* \* Food is a whole arsenal of weapons in this struggle for human freedom. It is the driving force behind high production by munitions workers, and high performance and morale among soldiers and sailors.—*Secretary Wickard, at Salt Lake City, Utah, September 15, 1941.*

▲ In this Farm Defense Program—1942, the Nation will use the national farm programs to marshal the productive strength of farm and forest to furnish what is needed, in the amounts needed, and at the time needed.

▲ For the fiscal year 1942-43, it is expected that exports may require the products of 25 to 27.5 million acres of cropland, which is about the same as the average for the period 1936-37 through 1940-41.

▲ Milk production needs to be increased at least 7 percent over 1941.

▲ A material increase in milk production per cow can be obtained only by feeding large quantities of concentrates.

## Grass-roots Process

What are the main problems facing Northeast farmers in this Farm Defense Program?

It seems to me that there are two points that USDA Defense Boards and Northeast farmers should take into consideration with respect to the Farm Defense Program. The first is: What part of this job of production should and can the particular county or State plan and expect to undertake? Should and can the farmers of that county increase their milk production 2 percent, 4 percent, or 10 percent during 1942? Can and should poultrymen expand their production, and if so how much? The second question is: What are the practical problems involved in making the changes that they believe they should bring about? Is more milk a problem of better feeding, or keeping over a few young stock that farmers would sell because of a shortage of hay? Once these judgments are made on a local basis—and that process is going on now—they will be brought together to see what the total comes out to and to compare it with the national goal. It may be—I wouldn't be surprised if it were—that local responses in the Northeast will show that it is the pooled judgment of the farm people of the region that they can do better than is considered necessary. \* \* \*

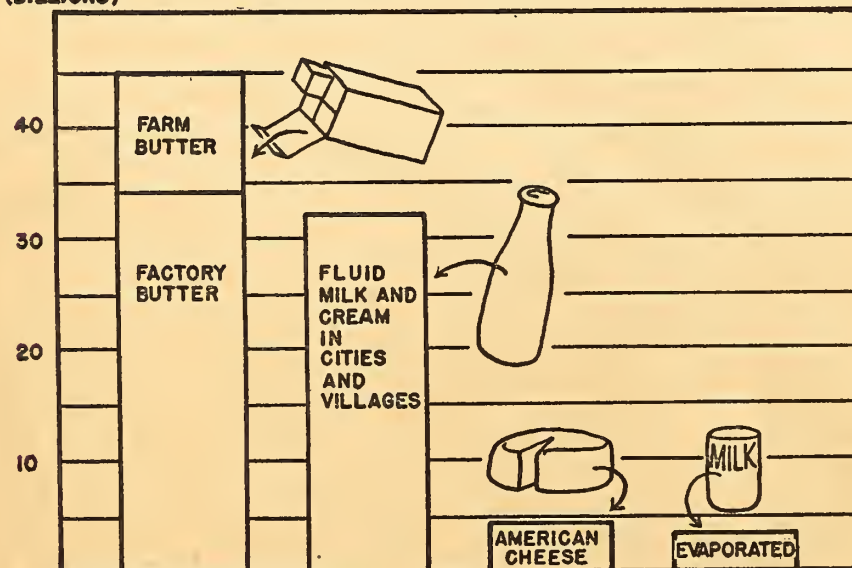
**In hands of farmers.**—The point is that this is a carefully planned, organized, and coordinated part of defense that agriculture is carrying out. It is being carried out in the way in which we do things in agriculture: by putting the responsibility and the judgment in the hands of the farm people themselves. They have never failed the country yet, and we know they won't this time.—*A. W. Manchester, Director, Northeast Division, AAA, over Colonial network, Boston, Mass., September 22, 1941.*

## Combating Inflation

The best safeguard that consumers have against exorbitant prices and scarcity of food products is increased production of food by the farmers. Farmers can't keep in business if they continue to lose money any more than anyone else can. The farmer must get a fair return for the use of his land, labor, and equipment if he is to stay in business. So long as he can do that, he'll produce as much as he can and do it gladly.—*Secretary Wickard, over CBS, October 15, 1941.*

## USE OF MILK AVERAGE = 1931-1940

POUNDS  
(BILLIONS)



## A Spur to Action

How does the Food-for-Freedom campaign tie in with the needs of the South?

The Southern farmer can be relied on to do his full share in this "Food for Freedom" campaign, just as he has rallied to every other call on the farm front since the first days of the AAA program.

This time the cause of national defense—the cause of world freedom—is one with the cause of Southern agriculture. This time the cotton farmer is asked to do something for his country and for humanity which is identical with doing something for himself, for his family, and for his neighbors.

For years we have worked for larger and larger production of food and feed crops on every farm in the cotton-growing States. Now comes the defense program to give us just the spur to action we needed all along.

The small farmer.—The first question to arise is this: What can the small farmer do—the farmer without adequate land or other facilities for producing large quantities of milk and eggs, meats and vegetables? The answer is that the small farmer should be encouraged to produce all he possibly can for his own use at home. By doing this he will contribute to the national defense program in two very definite ways:

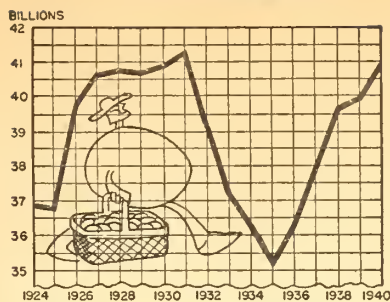
First, by growing at home the products he has normally been buying in the past, he releases that amount of food to be used where needed in other areas.

Second, more and better food on the farm table, more pasture lands, more gardens, mean better diets and healthier and stronger people—a vital factor in national defense.

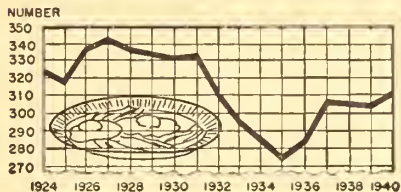
Total volume mounts up.—Because of seasonal production, there will be some little surplus from time to time on nearly every one of the 2,366,000 farms in the principal cotton-growing States—here a few extra dozens of eggs, there a few extra pounds of butter. You can readily see how the total volume can mount up.

Food, we hear it said, will win the war and write the peace. More food now and better food now will help the South win another war—her age-old war against poverty, against malnutrition, against hunger, and the many physical and social ills that spring from having too little food and the wrong kind of food to eat.—I. W. Duggan, Director, Southern Division, AAA, at Winter Haven, Fla., October 15, 1941.

## TOTAL EGG CONSUMPTION



## PER CAPITA EGG CONSUMPTION



## The Job Ahead

How can farmers prepare now to cushion the shock of the post-war period?

Folks here in the Middle West are making as great a contribution to the national defense as any other group in the United States. They're joining with the rest of the farmers in the Nation in seeing to it that everyone has plenty to eat. \* \* \*

We're going to have plenty of tough jobs to tackle during the next several months, and maybe during the next several years. And we're going to have to make some sacrifices. With more than half the world aflame with war, we can't expect to go on doing business in the same old way.

I'm not going to ask you how you think we'd do business after the war is

over if Hitler won; you all know "You can't do business with Hitler."

Pay off debts.—But if the democracies win, this Nation will be just what we make it by our efforts now. Let's not make the mistakes we made during the last war. Let's pay off our debts; let's save our money, invest it in the defense bonds and stamps. \* \* \*

When the efforts of labor are diverted from the wartime emergency of production of planes and tanks and guns, let's have the buying power to put the efforts of labor and the facilities of increased industrial plants and factories to peacetime use.

Peacetime production.—Let's see our dollars, after this war has ended, encouraging the production of refrigerators, tractors, automobiles, radios, stoves, and all those things that will raise the standard of living of the American people.

After this war is over, we want all of our people to enjoy that decent standard of living, the American birthright, which in the past too few of our people have enjoyed.—Harry N. Schooler, Director, North Central Division, AAA, at Hooper, Nebr., September 26, 1941.

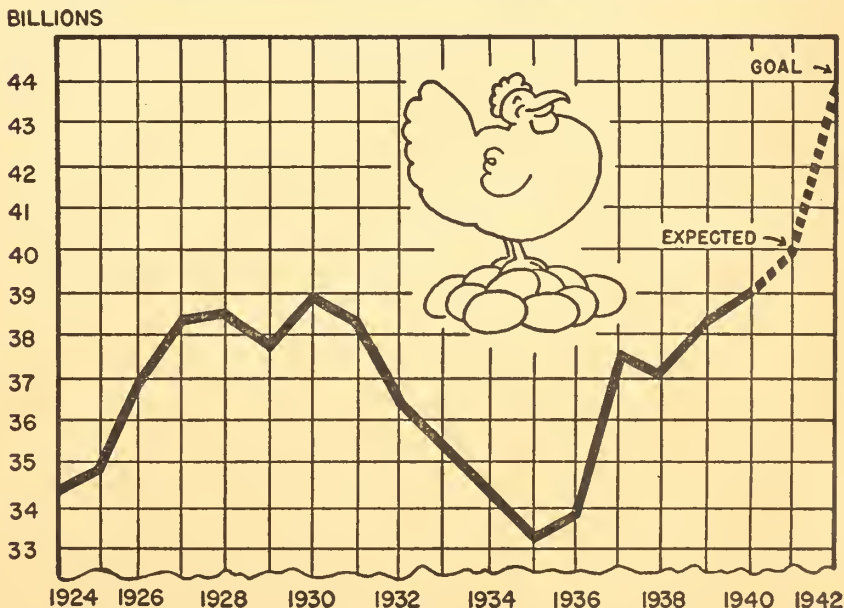
\* \* \*

▲ We have the greatest cause for which the agricultural resources of any nation ever were mobilized—the preservation of freedom.

\* \* \*

▲ Total exports, including lend-lease shipments, may amount to as much as 8 to 10 percent of total production.

## EGG PRODUCTION ON FARMS, 1924-1940





### Admin. Evans (continued)

All cards being played.—We found that this war is being fought for keeps. Both sides are playing all their cards and after it is over we're going to have either a Nazi kind of world or our kind. \* \* \*

From the moment you set foot on English soil you are conscious of the vital importance of food in this conflict. The rationing, the community feeding system, the farm production program, the care in bringing in food shipments from the United States and the Dominions—all these things emphasize again and again the importance of food. \* \* \*

The women and children are taking it in this war. I went over to France with the AEF in the last war. There were innocent women and children killed and left homeless then, too, but not on the scale you find today. \* \* \*

British need a Triple A.—Every English farmer of any intelligence is aware of the need for tremendous adjustments when the war effort is over. He realizes that those adjustments cannot be made without proper farm program machinery.

A farmer came to me and said, "I heard you were coming and I made a special trip up here to talk with you. We don't have a Triple A in England. That's the greatest thing ever given to farmers." Of course, I agreed heartily with that. He said, "We've studied it over and we are convinced that we must have something comparable when this war is over."

Talking to those farmers made me realize more than ever how fortunate is the position of the American farmer in meeting the problems of the war and post-war. Here we have in operation, with 8 years of experience already back of us, a program to help agriculture meet the urgent demands of national defense. After the war, that same program, piloted by farmers in every community in the United States, will enable us to make an orderly and common-sense adjustment to the peacetime world. \* \* \*

Agriculture well prepared.—Now the Farm Defense Program is mobilizing the full productive strength of our farms for national defense. I want to call particular attention to the goals. Look at them and you will see in how good adjustment to defense demands the agriculture of the United States already is.—*R. M. Evans, AAA Administrator, at Kansas City, Mo., October 9, 1941.*

### Stockpiles Needed

When the nations sit down at the peace table, a great big stockpile of American food, all ready to cook and eat, will greatly reinforce the American views on what arrangements are needed to make a just and lasting peace. I have said many times, and I now repeat, food will win the war and write the peace. \* \* \* By reaching the 1942 production goals, which include a start on these stockpiles, American farm families will help to write the history of the future. \* \* \*

More hay and pastures.—To make sure of the increased output of milk, we need more hay and pastures. We especially need more legume crops, some to be used as a substitute for nitrogen fertilizers, which may be scarce next year.

Goals broken down.—The national goals will be broken down into State goals for each commodity; then the State goals will be broken down into county goals, and so on down to goals for every individual farm. \* \* \*

The demand for farm products in the United States is the highest it has been for at least 12 years.—*Secretary Wickard, Farm and Home Hour, San Francisco, Calif., September 8, 1941.*

### Farm Prices

The rise in the prices of farm products may seem high in percentage terms. But that's because farm prices for so long have been bargain prices. Farm prices started to rise from a very low point. \* \* \* The rise in retail prices of food and clothing is not entirely due to the rise in farm prices. \* \* \* For example, the farmer is getting only about one-fourth of a cent more for the wheat that goes into a pound loaf of bread than he got a year ago. \* \* \* While food prices at retail have gone up (and remember the farmer gets only a part of that price rise) they have not gone up nearly so much as consumer income. \* \* \* The average city family has more money to spend than in 1929 and spends a smaller percentage for food.—*Secretary Wickard, New York City, September 24, 1941.*

▲ The State and County USDA Defense Boards are the spearhead of the agricultural defense campaign.

▲ We need more of the vital foods to make America strong by making Americans stronger.

## CATTLE AND CALVES SLAUGHTERED

1936-40 AVERAGE



EST. 1941



1942 GOAL



EACH SYMBOL REPRESENTS 2 MILLION ANIMALS

## HOGS SLAUGHTERED

1936-40 AVERAGE



EST. 1941



1942 GOAL



EACH SYMBOL REPRESENTS 10 MILLION HOGS